

## CLAIMS

1. Agent for the simultaneous brightening and coloring of keratin fibers, characterized in that it contains at least one peroxy salt and at least one dye resistant to peroxy salts which is taken from the group consisting of azo dyes, quinone dyes, triphenylmethane dyes, acid dyes and basic dyes [sic].
2. Agent according to claim 1, characterized in that the dye resistant to peroxy salts is selected from among 3-(2',6'-diaminopyridyl-3'-azo)pyridine ; 2-[(4-ethyl-(2-hydroxyethyl)-amino]-2-methylphenyl)azo]-5-nitro-1,3-thiazole; N,N-di(2-hydroxyethyl)-3-methyl-4-[(4-nitrophenyl)azo]aniline; 3-diethylamino-7-(4-dimethylaminophenylazo)-5-phenylphenazinium chloride; 4-(2-thiazolylazo)resorcinol; sodium 4-[(4-phenylamino)azo]benzenesulfonate; 1-[(3-aminopropyl)amino-9,10-anthracenedione; 3',3",4,5,5',5",6,7-octabromophenolsulfone-phthalein; 1-[(4-amino-3,5-dimethylphenyl)-(2,6-dichlorophenyl)methylene]-3,5-dimethyl-4-imino-2,5-cyclohexadiene phosphoric acid (1:1) (Basic Blue 77) ; 3',3",5',5"-tetrabromo-m-cresolsulfonephthalein; disodium 2,4-dinitro-1-naphthol-7-sulfonate; sodium 4-[2'-hydroxy-1'-naphthyl)-azo]benzenesulfonate; 3',6'-dihydroxy-2',4',5',7'-tetraiodospiro-[isobenzofuran-1(3H),-9'(9H)-xanthen]-3-one disodium salt; disodium 6-hydroxy-5-[(2-methoxy-5-methyl-4-sulfophenyl)azo]-2-naphthalenesulfonate; 2,4-dinitro-1-naphthol sodium salt; 2',4',5',7'-tetrabromo-4,5,6,7-tetrachloro-3',6'-dihydroxyspiro[isobenzofuran-1(3H),9'(9H)xanthene]-3-one disodium salt; sodium 4-(2-hydroxy-1-naphthylazo)-3-methylbenzenesulfonate; 2-amino-1,4-naphthalenedione; dithizone; N-(2-hydroxyethyl)-2-nitro-4-(trifluoromethyl)aniline; N-(2-hydroxyethyl)-4-nitroaniline and 4-chloro-N-(2,3-dihydroxypropyl)-2-nitroaniline.
3. Agent according to claim 1 or [sic], characterized in that it contains the dye in an amount from 0.001 to 10 weight percent.
4. Agent according to one of claims 1 to 3, characterized in that the peroxy salt is selected from among sodium persulfate, potassium persulfate, ammonium persulfate or mixtures of said persulfates.

5. Agent according to one of claims 1 to 4, characterized in that it contains the peroxy salt in a total amount from 0.1 to 50 weight percent.
6. Agent according to one of claims 1 to 5, characterized in that in the ready-to-use condition it has a pH of 6 to 12.
7. Two-component kit consisting of a colorant and a hydrogen peroxide preparation, characterized in that the colorant is an agent according to one of claims 1 to 6.
8. Agent according to claim 7, characterized in that the hydrogen peroxide preparation is an aqueous solution or emulsion.
9. Agent according to claim 7 or 8, characterized in that the hydrogen peroxide preparation contains from 0.5 to 20 weight percent of hydrogen peroxide or an addition salt thereof.